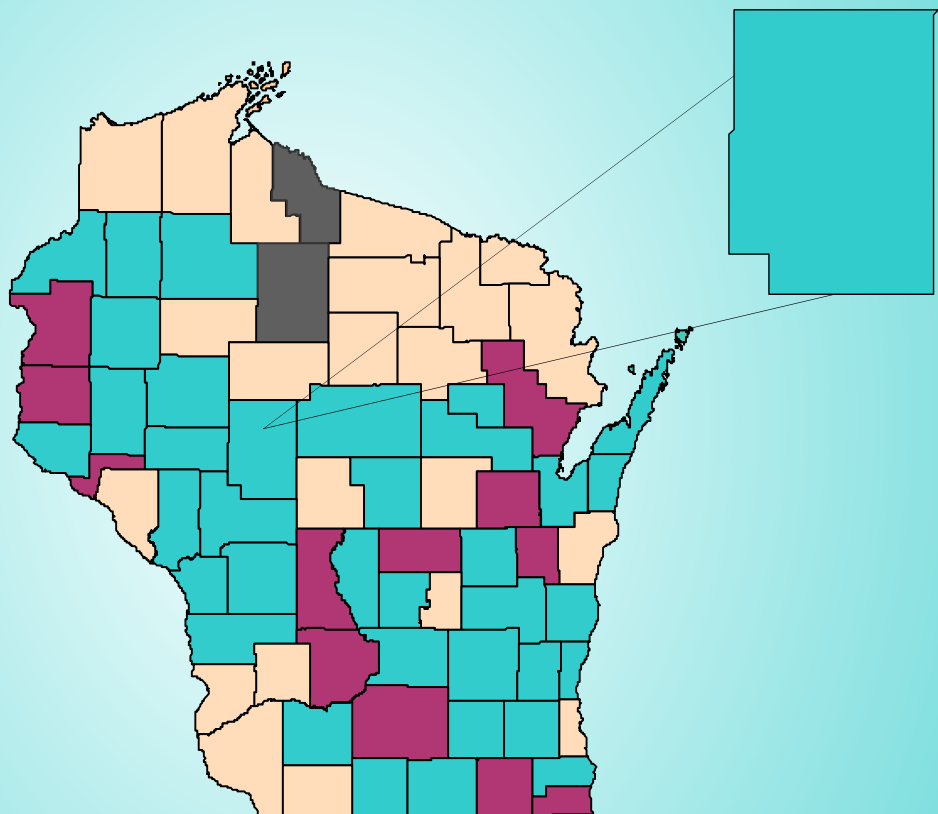


Clark County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Clark County changed very little from 33,557 in April 2000 to 33,860 by January 1, 2002. While the population in the state and nation increased 1.7 and 2.0 percent, respectively, Clark County increased only 0.9 percent. The largest numeric change was a loss of 60 residents from the City of Neillsville; the greatest increase was the addition of 47 residents in the City of Colby.

The minimal growth in population in the county is the result of residents moving out of the area. Since April 2000, 57 residents moved from the county. The loss of residents from migration occurred in only four other counties in Wisconsin.

In contrast, the county ranked 8th in the state in percent change from natural causes (birth minus deaths). The population increased by 360 when 890 births out-numbered the 530 deaths. The birth rate in Clark County of 15.3 in 2000I was the third highest in the state and the change from natural causes was more than in other non-metropolitan counties in the state. Statewide, the increase from migration was 0.94 percent and from natural causes was 0.74 percent.

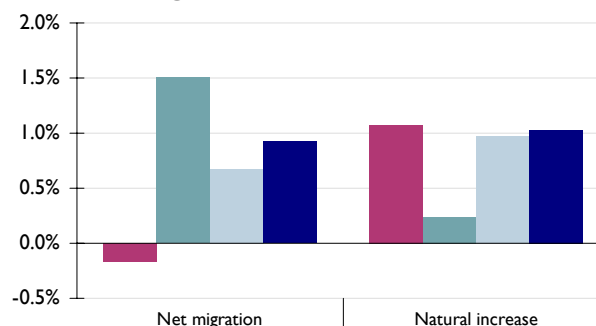
In the United States, and to some degree in Wisconsin, an increase in births is linked to non-white populations. But in Clark County there is little ethnic diversity and fewer foreign-born residents than in other areas of Wisconsin and the United States. The high birth rate is attributed to the white population even though there are 400 foreign-born resi-

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Clark County	33,557	33,860	0.9%
Largest Municipalities			
Neillsville, City	2,731	2,671	-2.2%
Thorp, City	1,536	1,565	1.9%
Abbotsford, City*	1,412	1,412	0.0%
Loyal, City	1,308	1,307	-0.1%
Fremont, Town	1,190	1,230	3.4%
Colby, City*	1,156	1,203	4.1%
Pine Valley, Town	1,121	1,142	1.9%
Greenwood, City	1,079	1,085	0.6%
Grant, Town	920	933	1.4%
Owen, City	936	933	-0.3%

* Clark County portion only

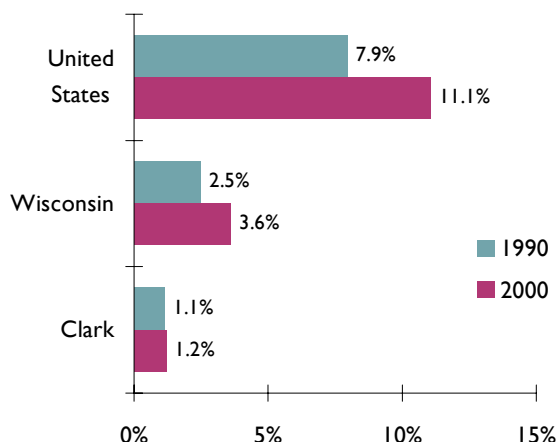
Net migration and natural increase



	Net migration	Natural increase
Clark Co.	-0.17%	1.07%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

dents in the county and half of them moved there since 1990. Most of those residents were born in European (35.5%) and Latin American (35%) countries and .

In the last decade there were over 4,606 births in Clark County, less than the 5,144 residents 0-9 years old living in the county in 2000 (see table on page 2) which would indicate that some families with younger children did relocate to the county in the last decade even though there was no net in-

(Continued on page 2)

Clark County Workforce Profile

Population Projections by Age Groups in Clark County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,293	1,294	1,525	1,531	894	902	1,013	1,244	1,361	1,156	925	685	649	646	557	1,144
Female	1,262	1,295	1,424	1,381	718	906	958	1,201	1,211	1,088	843	779	646	697	662	1,667
2005																
Male	1,346	1,398	1,362	1,480	1,164	941	960	1,066	1,260	1,332	1,097	874	653	593	545	1,070
Female	1,292	1,366	1,366	1,376	1,088	829	970	990	1,197	1,184	1,062	810	745	624	627	1,640
2010																
Male	1,375	1,436	1,458	1,324	1,128	1,225	1,008	1,017	1,085	1,236	1,269	1,041	838	601	505	1,025
Female	1,320	1,381	1,427	1,323	1,087	1,243	893	1,008	989	1,172	1,159	1,023	777	722	563	1,600
2015																
Male	1,456	1,458	1,498	1,419	1,010	1,192	1,304	1,069	1,037	1,066	1,180	1,207	1,001	775	515	980
Female	1,398	1,404	1,444	1,382	1,045	1,245	1,324	928	1,008	969	1,148	1,117	983	755	653	1,526
2020																
Male	1,523	1,528	1,519	1,456	1,080	1,066	1,265	1,375	1,089	1,018	1,017	1,122	1,162	927	666	969
Female	1,460	1,473	1,466	1,397	1,091	1,200	1,323	1,370	928	987	949	1,106	1,074	956	685	1,564

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

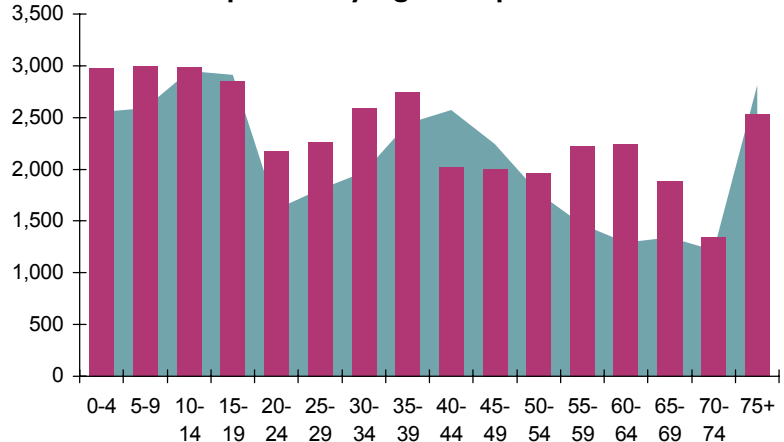
crease in population from migration. The number of residents under ten is projected to increase to 5,716 by 2010.

The total population is projected to increase 13 percent to 37,811 by 2020, exceeding the 2 percent increase in the 1980-2000 period. In spite of the expanding younger populations, the greatest increase will still occur in the population groups between 55 and 69 years old and is primarily from aging residents. This is illustrated in the graph on the right by the bars that exceed the shaded area. The chart shows the shift from the baby-boom, now in their late-30s and mid-50s.

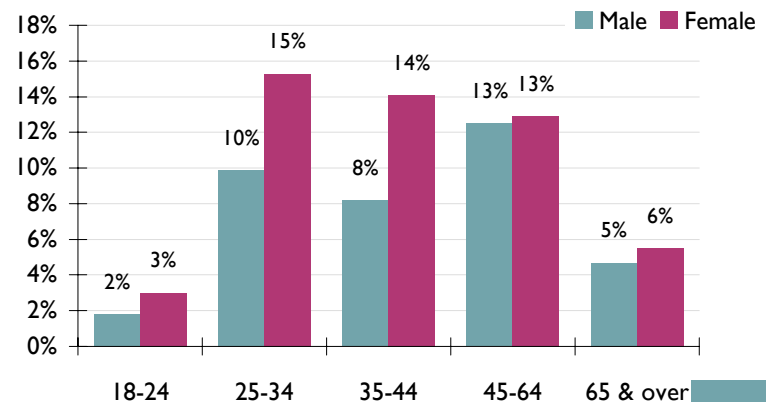
Clark County is unique in the share of younger age groups, especially since there are no colleges in the county. Only 10 percent of male and 15 percent of female residents possess a college degree, far less than in the state. The smaller share of college graduates is true of all age groups. In Wisconsin, 25 percent males and 30 percent females in the 25-34 year old group have at least a bachelor's degree.

In spite of the aging population and low share of residents with a bachelor's degree, Clark County is not losing the younger population. By 2020 the share of residents under 39 years old will increase to 57 percent from 56 percent in 2000. There are other factors that cannot be documented that affect the population in Clark County, chief among them is the number of Amish residents.

Population by Age Group



Percent of age group with at least a Bachelor's degree in Clark County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Clark County in 2002 was 63.8 percent, lower than the state participation rate but higher than the national LFPR of 66.6 percent.

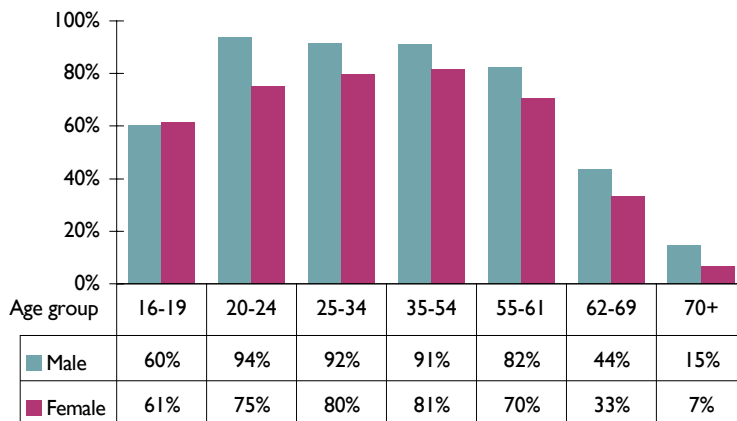
The Wisconsin LFPR is higher than Clark County's because a larger share of the state's population is in the middle age groups where there is greater participation. In Clark County nearly one-quarter of the population is under 15 years old, too young to be included in the labor force. Participation rates in Wisconsin among females and younger residents are also higher than in Clark County. In Wisconsin the LFPR for males and females 16-19 years old are 61 and 64 percent, respectively; and for females 20-24 years old is 82 percent.

As the population ages, the lower participation rates and increasing number of residents on both ends of the spectrum become even more significant. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the labor force age population will increase from 24,890 in 2000 to 28,270 and the share of residents over 55 years old will increase from 33 to 36 percent. That means that 64 percent of the labor force age population will be under 55 years old and in the primary age groups for participation in the labor force. Based on these projections the

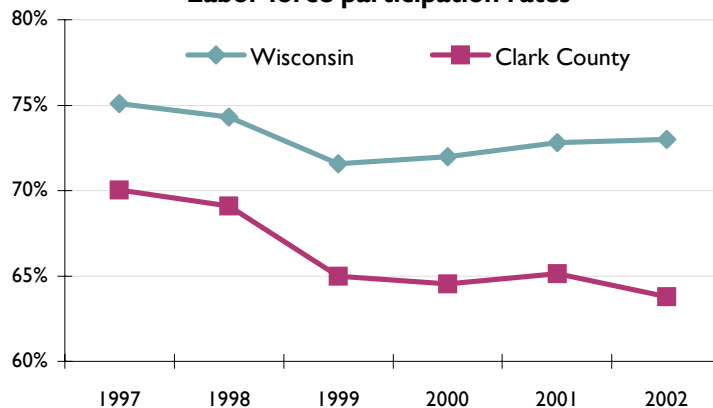
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Clark Labor Force Participation by Age & Sex in 2000



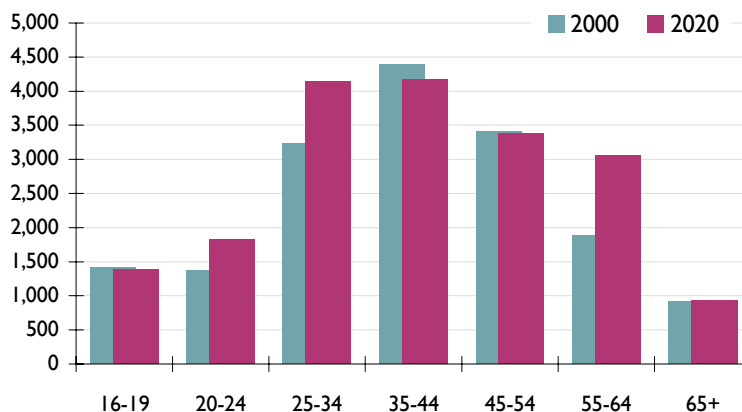
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Clark County



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

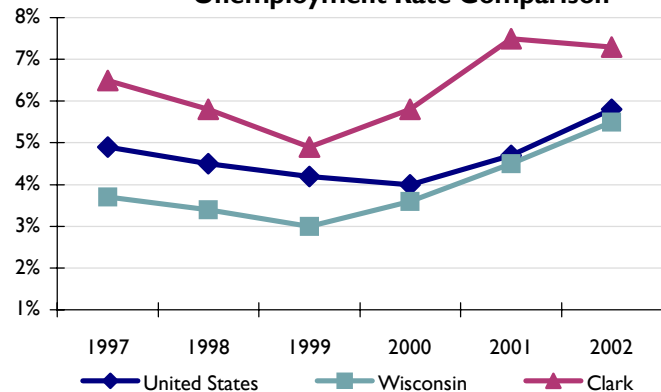
Clark County Workforce Profile

labor force will expand 14 percent in the next twenty-year period still shy of the increase of 35 percent from 1980 to 2000.

Of the 15,700 residents who currently participate in the labor force 14,550 are employed and 1,150 are unemployed. The number of employed is down from a high in 1997 due to the recession and loss of jobs in the county. Unemployment rates have also climbed to the highest level since 1994.

Mid-way through 2003, the employment picture has not improved although there are a few encouraging signs, especially in the nation.

Unemployment Rate Comparison



Clark County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	16,707	16,707	15,506	15,877	16,164	15,701
Employed	15,629	15,739	14,741	14,964	14,951	14,550
Unemployed	1,078	968	765	913	1,213	1,151
Unemployment Rate	6.5%	5.8%	4.9%	5.8%	7.5%	7.3%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Clark County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent whereas an occupation that increases from 2,000 jobs to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

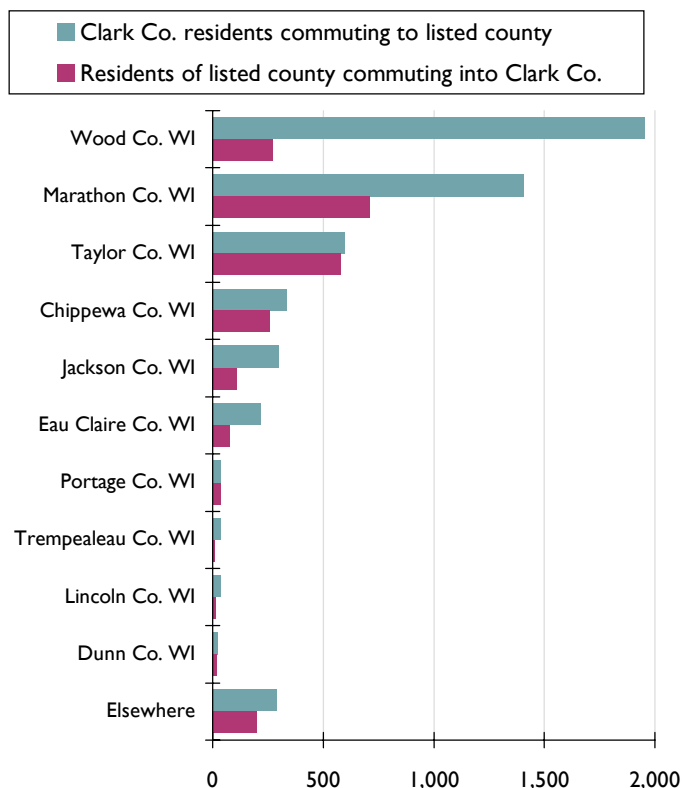
County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated datasets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Clark County where a large share of the workforce is employed outside of the county. In Wisconsin, com-

muting patterns for municipalities are also available every ten years from the census and were released in April 2003.

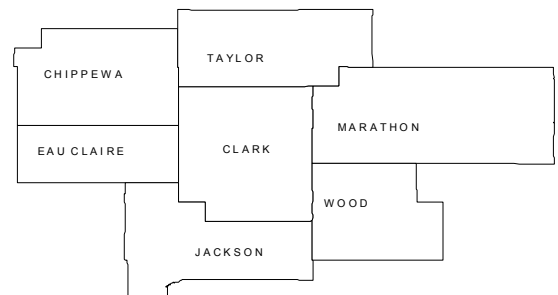
In Clark County, 5,240 residents, one-third of the workers who live in the county, traveled out of the county for a job. In most cases, commuters did not travel far from home, however. One in every three workers who left the county headed for destinations in Wood County, especially to employers in the City of Marshfield. More county residents traveled to Marshfield than any other municipality; while the second most popular destination was the City of Medford in Taylor County. Workers commuting to Marathon County travel to various destinations, chief among them are the cities of Abbotsford (Marathon Co. portion) and Wausau and the Village of Spencer.

Overall, more workers leave the county for work than the number who commute to employers in Clark County. Roughly 2,300 workers travel from neighboring communities for a job in the county. Those coming from Marathon County most often work in the cities of Abbotsford (Clark Co. portion) or Colby. The exchange of workers between Clark and Taylor counties is nearly equal with Clark County residents commuting to Medford, and Taylor County workers heading to Dorchester, the most common destination for Taylor County workers. Overall, 2,000 workers from other counties commute to jobs in the City of Neillsville, the most popular destination for inbound travelers.



	Clark Co. residents commuting to listed county	Residents of listed county commuting into Clark Co.	Net gain or loss of workers
Wood Co. WI	1,956	272	-1,684
Marathon Co. WI	1,407	710	-697
Taylor Co. WI	598	582	-16
Chippewa Co. WI	335	258	-77
Jackson Co. WI	302	110	-192
Eau Claire Co. WI	221	78	-143
Portage Co. WI	39	36	-3
Trempealeau Co. WI	35	13	-22
Lincoln Co. WI	34	15	-19
Dunn Co. WI	22	20	-2
Elsewhere	291	201	-90

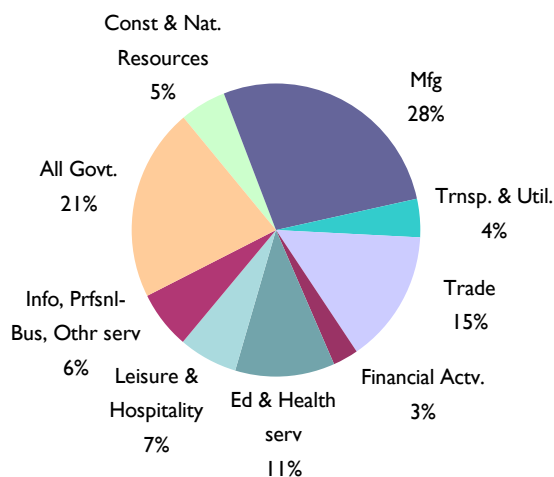
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Clark County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 were published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was included in retail trade (restaurants), and in services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing). Logging jobs were also moved from manufacturing to natural resources. The transfer of these jobs from manufacturing and a revision to estimates that were too high in the preliminary 2002 data, help explain the reduction in the share of manufacturing employment under NAICS.

Other changes to the Clark County employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities, and no longer includes communication. Jobs from communication are now grouped with publishing jobs in the new information sector.

Wholesale and retail trade jobs declined to 15 percent of total employment in NAICS from 18 percent when warehousing jobs were reassigned to the transportation group and restaurants, food service compa-

(Continued on page 7)

2002 Industry Employment in Clark County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	525	5%	Construction & Mining	6%
Manufacturing	2,691	28%	Manufacturing	31%
Transportation, warehousing & utilities	402	4%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	1,423	15%	Wholesale trade	5%
			Retail trade	13%
Financial activities	283	3%	Finance, insurance & real estate	2%
Information, professional & business services, other services	613	6%	Services & misc (incl. agr, forestry, fishing)	17%
Education and health services	1,096	11%	Government	21%
Leisure & hospitality	640	7%		
Government	2,099	21%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Clark County Workforce Profile

nies and bars were moved to leisure and hospitality as were jobs hotels and lodging facilities. This new sector should make it easier to monitor changes in tourist related businesses.

Another new sector for education and health services should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector in the monthly estimates.

The lists of top ten industries and employers use NAICS. In this list all private and public education were grouped together making it the largest industry sector in the county. Together the largest industry sectors provide nearly three in every five jobs in the county while the ten largest employers provide nearly one in every three jobs. Six of those employers are manufacturers and only three are public sector.

Top 10 Industry Groups in Clark County

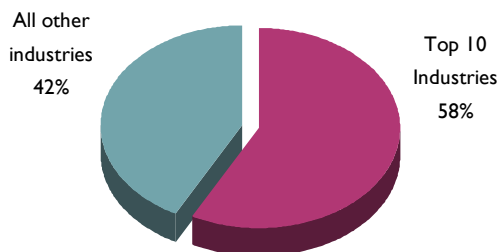
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	9	993	*
Executive, Legislative, & Gen Government	46	910	-4
Food Manufacturing	18	901	55
Machinery Manufacturing	*	*	*
Food Services and Drinking Places	40	545	56
Wood Product Manufacturing	11	422	22
Hospitals	*	*	*
Specialty Trade Contractors	55	310	22
Animal Production	21	265	1
Food And Beverage Stores	14	256	-34

*data suppressed to maintain confidentiality

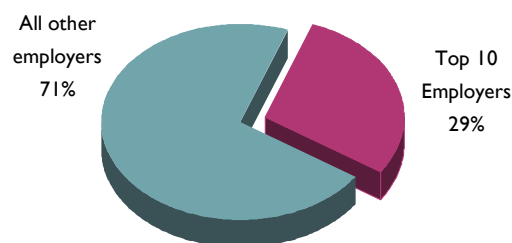
Top 10 Employers in Clark County

Company	Product or Service	Size
County of Clark	Executive & legislative offices, combined	500-999
Fleet Guard, Inc.	General purpose machinery manufacturing	500-999
Memorial Hospital, Inc.	General medical & surgical hospitals	250-499
Grassland Dairy Products, Inc.	Creamery butter manufacturing	100-249
School District of Neillsville	Elementary & secondary schools	100-249
Abbyland Pork Pack, Inc.	Animal (except poultry) slaughtering	100-249
Colby Public School	Elementary & secondary schools	100-249
Weather Shield Mfg., Inc.	All other plastics prod. mfg. - windows	100-249
Leeson Electric Corp.	Motor and generator manufacturing	100-249
Liberty Homes, Inc.	Manufactured home (mobile home) manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Clark County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Clark County. Roughly 29 percent of all jobs in the county and 36 percent of total payroll is from this sector. The annual average wage for workers in manufacturing in 2002 was \$30,179, which is only 74 percent of the average wage for similar workers statewide.

The average wage for all workers in Clark County of \$24,229 increased 2.3 percent from the 2001 average of \$23,690. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

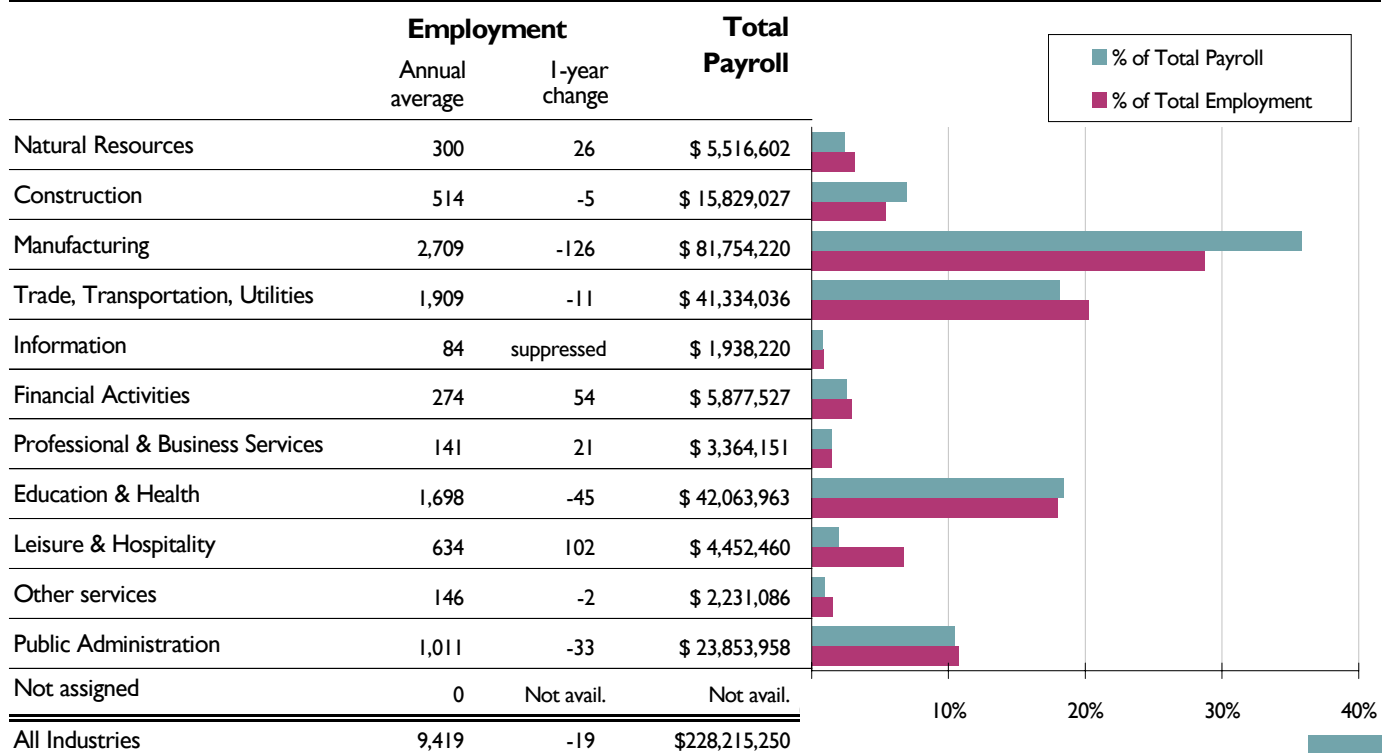
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Clark County	Wisconsin	% change
All Industries	\$ 32,422	\$ 24,229	75%	2.3%
Natural resources	\$ 25,481	\$ 18,389	72%	-2.0%
Construction	\$ 39,649	\$ 30,796	78%	5.7%
Manufacturing	\$ 40,584	\$ 30,179	74%	4.0%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,652	76%	2.8%
Information	\$ 38,871	\$ 23,074	59%	Not avail.
Financial activities	\$ 40,337	\$ 21,451	53%	-3.6%
Professional & Business Services	\$ 36,324	\$ 23,859	66%	5.8%
Education & Health	\$ 33,768	\$ 24,773	73%	1.6%
Leisure & Hospitality	\$ 11,837	\$ 7,023	59%	3.2%
Other services	\$ 19,500	\$ 15,281	78%	4.9%
Public Administration	\$ 33,769	\$ 23,594	70%	8.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 23 percent of the workforce work part-time and 20 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part-time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Clark County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Clark County. Net earnings comprise only 58.3% of total county income, less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is higher in Clark County.

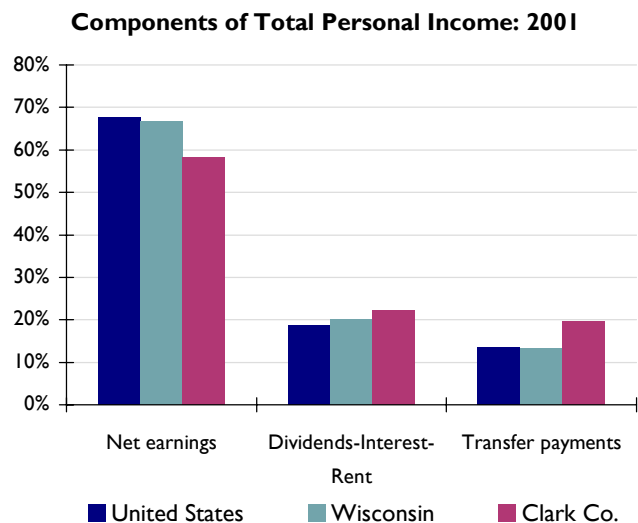
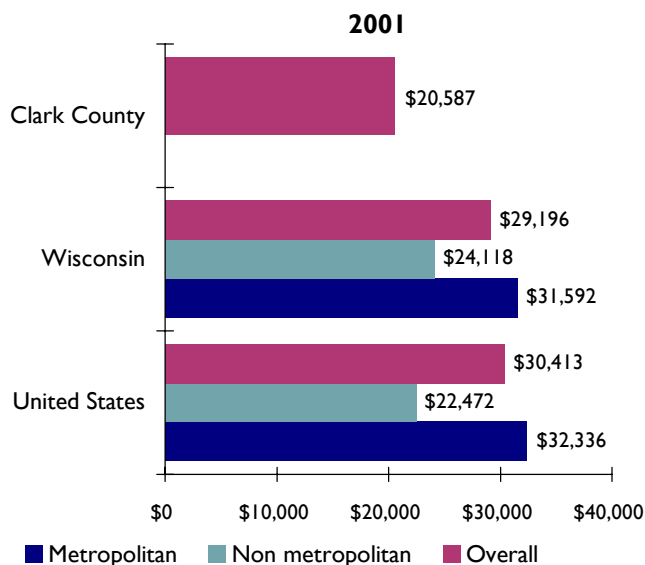
The higher share of transfer payments, plus an annual average wage that is much lower than in the state, contribute to a lower per capita personal in-

come in the county. The gap shrinks if you compare Clark County to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

The Clark County PCPI of \$20,587 in 2001 was only 68 percent of the national PCPI and 71 percent of the state. It ranked 62nd among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Clark County	\$16,750	\$17,120	\$19,090	\$19,690	\$20,115	\$20,587	2.3%	22.9%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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